1. A method of presenting entertainment program material, comprising:

presenting a first presentation of a segment of programming having a first window overlaying the segment of programming, the first window containing a first segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having a second window overlaying the segment of programming, the second window containing a second segment of ancillary information relevant to the segment of programming.

2. The method according to claim 1, wherein at least the first presenting comprises transmitting the segment of programming to a television set-top box along with the first and second segment of ancillary information.

3. The method according to claim 1, further comprising at a set-top box, selecting the first segment of ancillary information for overlaying in the first presentation and selecting the second segment of ancillary information for overlaying the second presentation.

4. The method according to claim 3, wherein the selecting is carried out by randomly selecting one of the segments of ancillary information.

5. The method according to claim 3, wherein the selecting is carried out by selecting one of the segments of ancillary information in accordance with a number of times the segment of programming has been played at the set-top box.

6. The method according to claim 1, further comprising:

transmitting the segment of programming along with a plurality of segments of ancillary information to a set-top box; and

at the set-top box, selecting the first and second segments of ancillary information for overlaying in the first and second window from the plurality of segments of ancillary information.

7. The method according to claim 6, further comprising counting a number of times the segment of programming is presented to a viewer through the set-top box.

8. The method according to claim 7, further comprising selecting the first and second segments of ancillary information in accordance with the number of times the segment of programming has been previously presented.

9. The method according to claim 6, further comprising selecting the first and second segments of ancillary information in accordance with a random selection process.

10. The method according to claim 1, wherein the first and second windows are of the same size and shape.

11. The method according to claim 1, wherein the first and second windows are of differing sizes and shapes.

12. The method according to claim 1, wherein the first and second windows overlay the same area of the segment of programming.

13. The method according to claim 1, wherein the first and second windows overlay differing areas of the segment of programming.

14. The method according to claim 1, wherein the segment of programming includes a marker indicative of a location for overlaying the window.

15. The method according to claim 1, wherein the first window comprises a default window and wherein the second window overlays the first window.

16. The method according to claim 1, further comprising at a service provider, selecting the first segment of ancillary information for overlaying in the first presentation and selecting the second segment of ancillary information for overlaying the second presentation.

17. The method according to claim 16, wherein the selecting is carried out by randomly selecting one of the segments of ancillary information.

18. The method according to claim 16, wherein the selecting is carried out by selecting one of the segments of ancillary information in accordance with a number of times the segment of programming has been transmitted by the service provider.

19. The method according to claim 1, further comprising:

receiving the segment of programming along with a plurality of segments of ancillary information at a service provider; and

at the service provider, selecting the first and second segments of ancillary information for overlaying in the first and second window from the plurality of segments of ancillary information.

20. The method according to claim 16, further comprising counting a number of times the segment of programming is transmitted from the service provider.

21. The method according to claim 20, further comprising selecting the first and second segments of ancillary information in accordance with the number of times the segment of programming has been previously transmitted.

22. The method according to claim 16, further comprising selecting the first and second segments of ancillary information in accordance with a random selection process.

23. The method according to claim 16, wherein the first window comprises a default window and wherein the second window overlays the second window.

24. A method of presenting entertainment program material, comprising the unordered process of:

presenting a first presentation of a segment of programming having a first window overlaying the segment of programming, the first window containing a first segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having no second window overlaying the segment of programming.

25. A method of presenting entertainment program material, comprising:

presenting a first presentation of a segment of programming having a static window overlaying the segment of programming, the static window containing a static segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having a second window overlaying the segment of programming, the second window containing a variable segment of ancillary information relevant to the segment of programming.

26. A television set-top box, comprising:

a receiver for receiving signals representing segments of programming and signals representing a plurality of segments of ancillary information, and delivering the signals representing segments of programming to a display interface;

a central processor;

program means operating on the programmed processor for:

delivering a first presentation of a segment of programming having a first window overlaying the segment of programming to the display interface, the first window containing a first segment of ancillary information relevant to the segment of programming; and

delivering a second presentation of the segment of programming having a second window overlaying the segment of programming to the display interface, the second window containing a second segment of ancillary information relevant to the segment of programming.

27. The apparatus according to claim 26, wherein the selecting is carried out by randomly selecting one of the segments of ancillary information.

28. The apparatus according to claim 27, wherein the selecting is carried out by selecting one of the segments of ancillary information in accordance with a number of times the segment of programming has been presented at the set-top box.

29. The apparatus according to claim 26, further comprising means for counting a number of times the segment of programming is presented to a viewer through the set-top box.

30. The apparatus according to claim 29, further comprising selecting the first and second segments of ancillary information in accordance with the number of times the segment of programming has been previously presented.

31. The apparatus according to claim 26, wherein the first and second windows are of the same size and shape.

32. The apparatus according to claim 26, wherein the first and second windows are of differing sizes and shapes.

33. The apparatus according to claim 26, wherein the first and second windows overlay the same area of the segment of programming.

34. The apparatus according to claim 26, wherein the first and second windows overlay differing areas of the segment of programming.

35. The apparatus according to claim 26, wherein the segment of programming includes a marker indicative of a location for overlaying the window.

36. The method according to claim 26, wherein the first window comprises a default window and wherein the second window overlays the second window.

37. A television set-top box, comprising:

a receiver for receiving signals representing segments of programming and signals representing a plurality of segments of ancillary information, and delivering the signals representing segments of programming to a display interface;

a central processor;

program means operating on the programmed processor for:

delivering a first presentation of a segment of programming having a first window overlaying the segment of programming to the display interface, the first window containing a first segment of ancillary information relevant to the segment of programming; and

delivering a second presentation of the segment of programming having no second window overlaying the segment of programming to the display interface.

38. A television set-top box, comprising:

a receiver for receiving signals representing segments of programming and signals representing a plurality of segments of ancillary information, and delivering the signals representing segments of programming to a display interface;

a central processor;

program means operating on the programmed processor for:

delivering a first presentation of a segment of programming having a static window overlaying the segment of programming to the display interface, the static window containing a static segment of ancillary information relevant to the segment of programming; and

delivering a second presentation of the segment of programming having a second window overlaying the segment of programming to the display interface, the second window containing a variable segment of ancillary information relevant to the segment of programming.

39. A storage medium storing instructions which, when executed on a programmed processor, carry out a method of presenting entertainment program material, comprising:

presenting a first presentation of a segment of programming having a first window overlaying the segment of programming, the first window containing a first segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having a second window overlaying the segment of programming, the second window containing a second segment of ancillary information relevant to the segment of programming.

40. A storage medium storing instructions which, when executed on a programmed processor, carry out a method of presenting entertainment program material, comprising the unordered process of:

presenting a first presentation of a segment of programming having a first window overlaying the segment of programming, the first window containing a first segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having no second window overlaying the segment of programming.

41. A storage medium storing instructions which, when executed on a programmed processor, carry out a method of presenting entertainment program material, comprising:

presenting a first presentation of a segment of programming having a static window overlaying the segment of programming, the static window containing a static segment of ancillary information relevant to the segment of programming; and

presenting a second presentation of the segment of programming having a second window overlaying the segment of programming, the second window containing a variable segment of ancillary information relevant to the segment of programming.